

# Business Communications Manager 3.0 Update

Inform Online eSeminar  
October 24, 2002



# Agenda

- **BCM Product Overview**
- **Solutions Profiles**
- **Why BCM?**
- **Why Nortel Networks?**

# **Business Communications Manager 3.0**

## **Product Overview**

# Business Communications Manager

*Complete VoIP solution for small sites*

## Centralized Management



Local / remote management, backup and restore  
View / change configuration settings for all services  
Perform software key-code activation  
Set alarms or other events  
Administration and Diagnostics

WAN



High performance IP Router

VoIP QoS

DNS & Web Caching

DHCP Server

Firewall / VPN

NAT / PAT



WAN Data

PSTN

Norstar

BCM

BPS

## Applications

Messaging / FAX

Attendant Console

Contact Center / CTI  
Call Button



IP  
Network

2.4GHz

Wireless IP

IP Terminals  
and Clients

TDM  
Terminals

Terminals  
and Clients

- Cost effective converged voice and data solutions
- Highly flexible and feature rich
- Secure, Scalable, and Highly Reliable

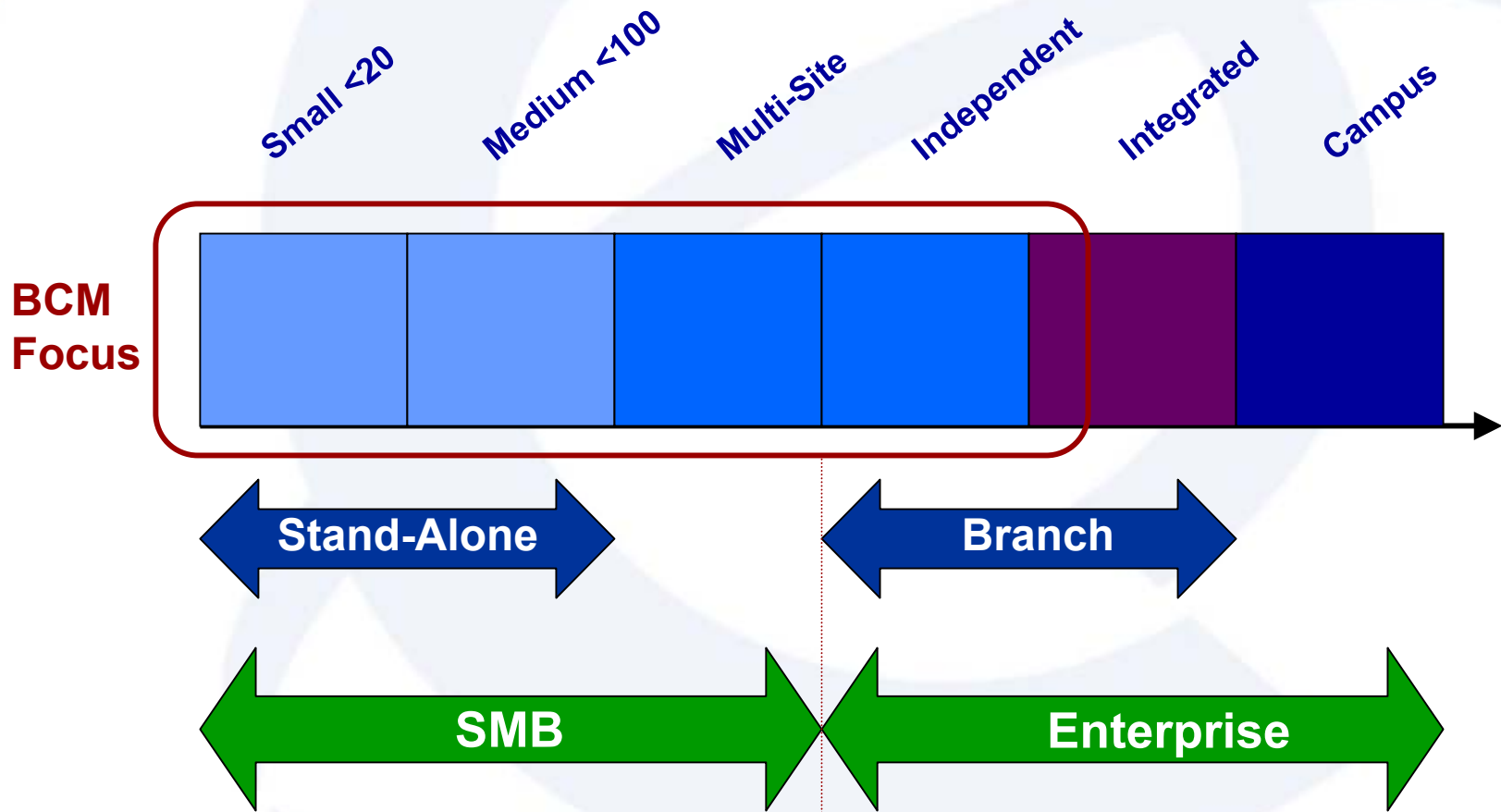
# BCM 3.0 POR Content – December 2002\*

Circuit Switched Telephony	IP Telephony	Data/Management	Applications	Base Platform
<ul style="list-style-type: none"><li>• Increased Digital Station Capacity</li><li>• Increased Analog Station Capacity</li><li>• Enhanced Telephony Routing</li><li>• CDR Enhancements</li><li>• Silent Monitor for Hunt Groups</li></ul>	<ul style="list-style-type: none"><li>• i2050 Diagnostic Tool</li><li>• Nortel H323 Compatibility</li><li>• Feature Scrolling on IP Sets</li><li>• Extra Buttons on i200x sets</li><li>• Hot Desking</li></ul>	<ul style="list-style-type: none"><li>• NCM 2.0</li><li>• IPSec Client</li><li>• IP set vLAN Support</li><li>• Additional Wizards</li><li>• Desktop Assistant Pro Admin</li><li>• Multi Level UM Admin</li></ul>	<ul style="list-style-type: none"><li>• IVR Run-time Engine</li><li>• Silent Monitor for Call Center</li></ul>	<ul style="list-style-type: none"><li>• Upgrade from BCM 2.5 &amp; FP1</li><li>• BCM400 platform</li><li>• BCM200 platform</li></ul>

\* EMEA, APAC – January 2003

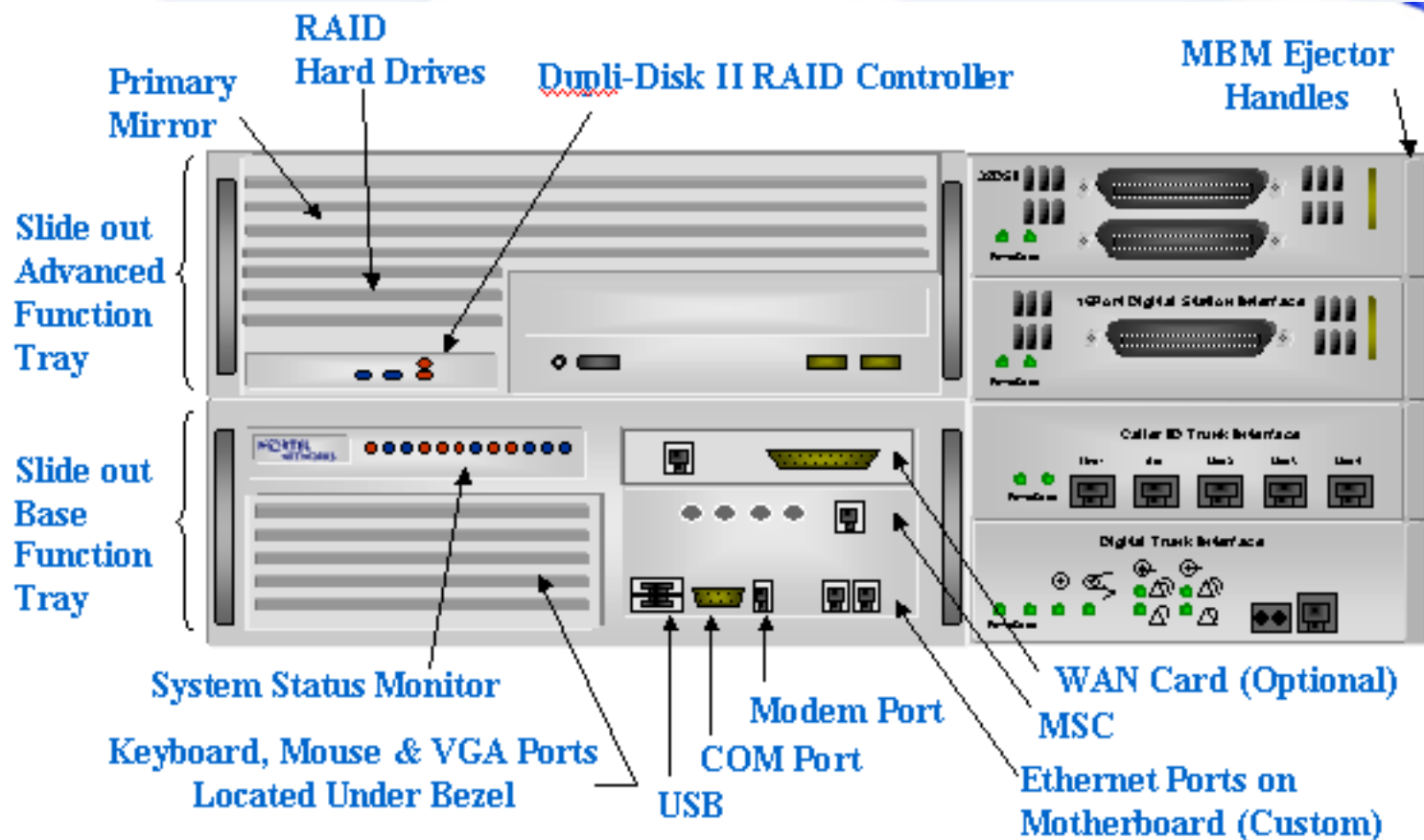
# Solution Positioning

## By Size and Customer Type



# Solution Scenarios

## ✓ BCM400 Base Unit





# Solution Scenarios

## ✓ BCM200 Base Unit

Half-size version of new chassis

Supports 2 media bay modules

Same Media Bay Modules as BCM

Same features and services as BCM

“Fast Start” installation wizards



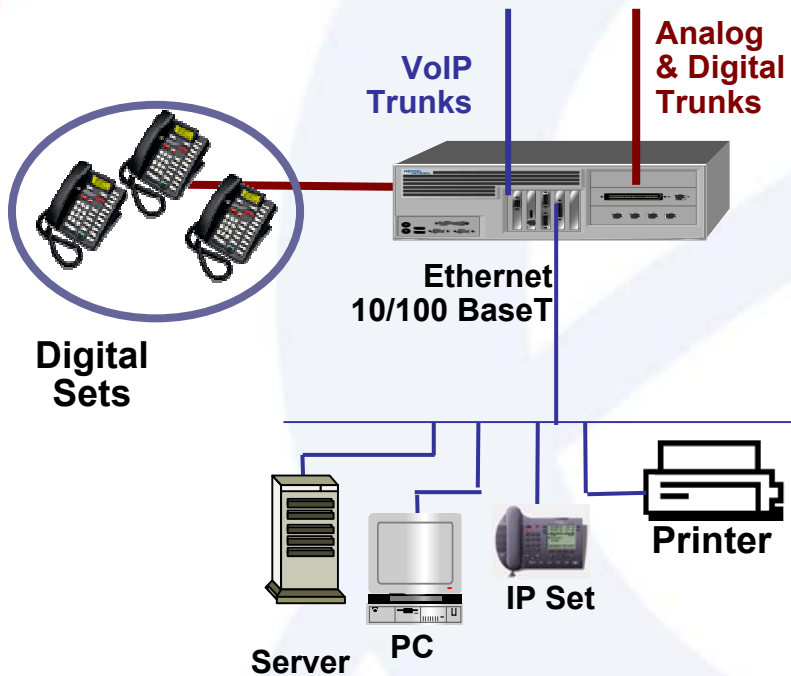
## Configuration Options

Analog X Analog	4X8
Digital X Analog	T1x8, BRIx8
Analog X Digital	4X16, 8X16, 8X32
Mix X Digital	T1+ 4X16, BRI+4X16
Digital X Digital	BRIx16, T1x16, T1x32, PRIx32



# Solution Scenarios

## Increased station capacity



### Previous

- 16 Digital Sets per DS-30
- 4 DS-30 Support **64 Sets**

### BCM 3.0

- 32 Digital Sets per DS-30
- 4 DS-30 Support **128 Sets**

### New DSM16+ & DSM32+ Modules

- Available in November 2002

### Using 100% VoIP Trunks:

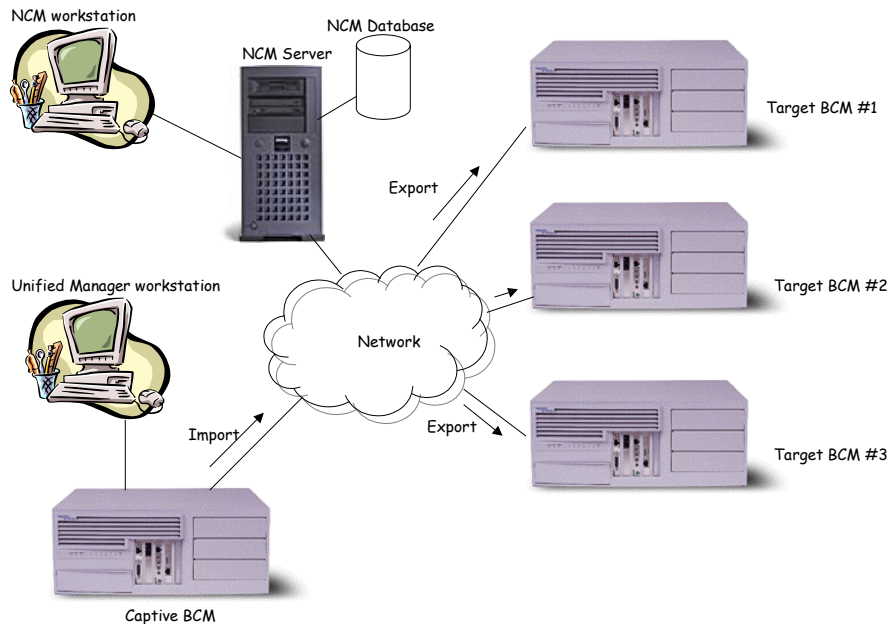
- 2/6 Split – 192 TDM & 58 IP = 250 Stations
- 3/5 Split – 160 TDM & 90 IP = 250 Stations
- Effective Maximum ~240 Total Stations

# BCM 3.0 – Core Feature Enhancements

- **Enhanced Telephony Routing**
  - Ability to route on 12 dialed digits
  - The ability to route on three routes rather than just primary and alternate
- **Silent Monitor for Hunt Groups**
  - Allows the Hunt Group supervisor to silently monitor agents
- **Support  $\leq 12$  Centralized Answering Positions (CAPs) per BCM System**
- **Support Flash-Hook During 3-Way Conference Call**

# Solution Scenarios

## ✓ Network Configuration Manager 2.0



☞ NCM Server/Client at NOC/TAC Center

☞ NCM Agent on BCM – Keycoded

☞ Supports Multi-Site Programming Changes

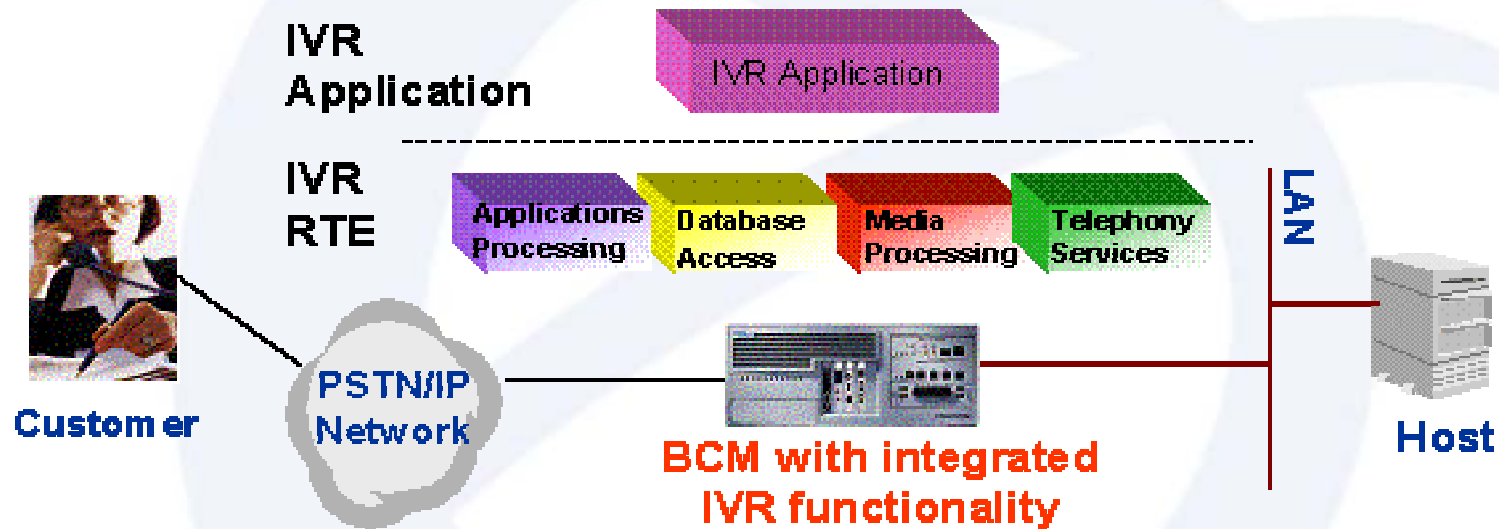
- ➔ AA & CC Greetings
- ➔ AA Hours of Operation
- ➔ CCR Trees
- ➔ VoIP Remote Gateway
- ➔ IVR Scripts
- ➔ Core Telephony
- ➔ Apply Keycodes
- ➔ Schedule Changes

# BCM 3.0 – System Management

- **Multi-Level Unified Manager Administration**
  - Define Multiple User Groups with Different Permissions for Unified Manager
- **Unified Manager Enhancements**
  - One login on Launch Page
  - New Network Update Wizard
  - Network-Loaded Templates for DN Records
  - Button Programming in Add User Wizard

# Solution Scenarios

## Interactive Voice Response (IVR)



### IVR Run Time Engine

- Pre-installed on BCM 3.0
- Keycode Activated to enable 2 to 24 IVR channels

### IVR Application Development

- Application Development Tools - graphical development environment, emulator, training
- Application development available from:
  - Portal Solutions Professional Services Organization
  - 3<sup>rd</sup> Party Developer or Qualified Partner (must invest in tools training etc.)

# BCM 3.0 – Applications Enhancements

- **Silent Monitor for Call Center**
  - Available on Basic or Professional Call Center
  - Silently monitor individual agent desktops
- **CDR Enhancements**
  - ‘Pull’ Capability
- **IP Sec Client**
  - Currently support branch-to-branch or branch-to-HQ

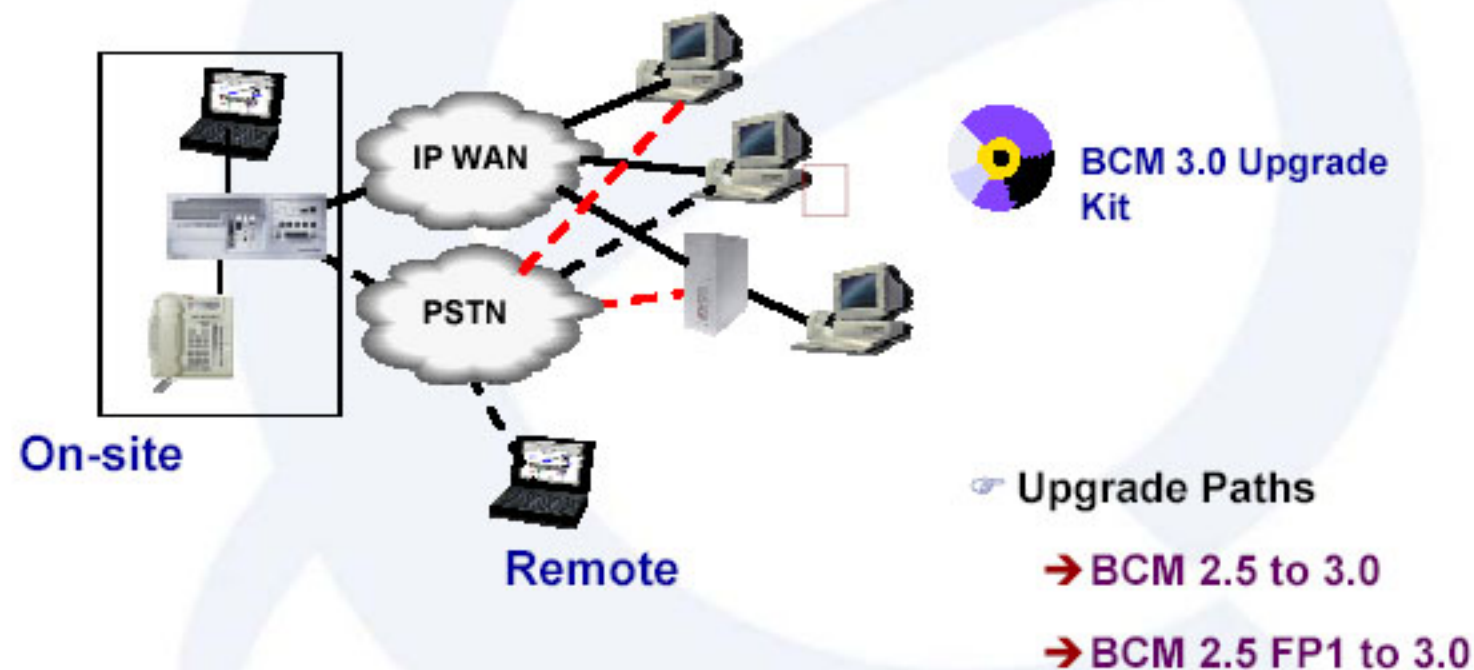
# BCM 3.0 – IP Enhancements

- **New i2004 Set Support**
- **IP Set Features & Buttons**
- **IP Set Hot Desking**
  - Allow an IP Set to Adopt Configuration of Another IP Set
- **New QCP handset support**
  - Support for new Symbol Wireless VoIP handset
- **IP Set VLAN Support**
  - Distribution of VLAN ID's from DHCP Server to IP Sets (802.1 q)
- **Succession Interoperability**

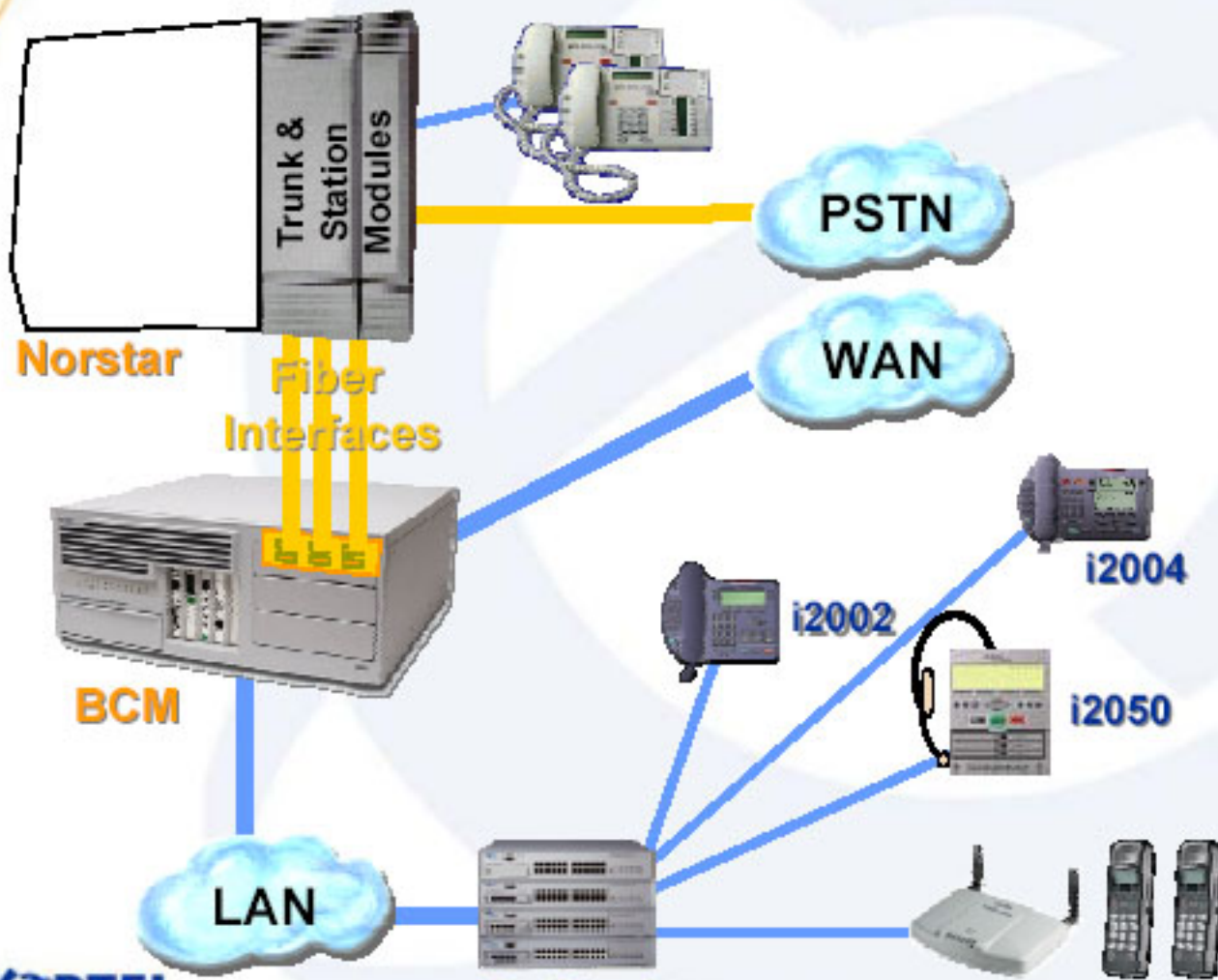


# Solution Scenarios

## ✓ BCM 3.0 Upgrade



## Upgrading Norstar to BCM: Investment Protection



**60% of Norstar investment is retained**

# Business Communications Manager Benefits

## Flexibility....

- Packet switching
- Circuit switching
- Wireline or wireless
- Applications

*Any one or all!*



BCM

## High Performance Data Services

- IP telephony & trunking
- Advanced / integrated router with IP/IPX, RIP/OSPF, & Frame Relay
- Firewall, VPN & IPSec
- DHCP & DNS

## High Performance Voice Services

- Digital telephony & trunking
- Advanced Norstar feature set
- Voice mail, fax server & unified messaging
- Call center/ IVR/ attendant console
- Unified management & CDR

***The complete  
communications  
solution for small  
site or branch office***

# Solutions Profiles



# Solution Scenario #1:

## SMB Multisite

### Background:

- Inspire & Motivate - advertising agency
- Headquartered in Minneapolis, with branch offices in New York, Atlanta, Dallas, and San Francisco.
- The headquarters has 50 employees and each branch has an average of 20 employees.
- Frequent voice and file transfer traffic between sites.

### Problem:

- Inspire & Motivate is the amalgamation of 3 separate advertising agencies
- No networking, no telecommuter, road warrior support capabilities.

### Options:

- Traditional telephony solution
- Business Communications Manager

# Solution Scenario #1: SMB Multisite

Business Case Calculation:	Business Communications Manager / BPS	Traditional Telephony Solution
Total Capital cost of Solution	\$137,000	\$82,000
Annualized MAC Savings	(\$9,000)	
Annualized Converged Support Savings	(\$25,000)	
Annualized TDM wiring savings (existing sites)	(\$3,375)	
Bandwidth Efficiency Savings	(\$7,200)	
Net Year One Cost	\$92,425	\$82,000
Recurring Annual Savings	\$44,000	\$0
Payback	1.25 years	

# Solution Scenario #2:

## The Multi Branch Enterprise

### Background:

- First United Bank, financial institution headquarter in Atlanta, branch network across the southeast
- They have 600 employees at the head office, 30 branches with 25 employees per branch.
- Recent acquisition of a smaller competitor

### Problem:

- Need to expand their market coverage and control costs
- Adding banking kiosks to 15 grocery locations
- Bring their 15 new branches “into the fold” and build out new kiosk locations

### Solution:

- Leverage existing Meridian 1, Option 61C; add IP enabling ITG cards
- Standardize on the Remote 9150 for their kiosk locations
- Deploy new Business Communications Managers for each branch
- Full deployment is expected to take 12 months



# **Solution Scenario #2: The Multi Branch Enterprise**

<b>Business Case Calculation:</b>	<b>The Nortel Solution</b>
<b>Total Capital cost of Solution</b>	<b>\$1,102,300</b>
<b>Annualized MAC Savings</b>	<b>(\$56,250)</b>
<b>Annualized Converged Support Savings</b>	<b>(\$700,000)</b>
<b>Annualized TDM wiring savings (existing sites)</b>	<b>(\$125,297)</b>
<b>Bandwidth Efficiency Savings</b>	<b>(\$253,800)</b>
<b>Travel Savings</b>	<b>(\$72,000)</b>
<b>Net Year One Cost</b>	<b>1,518,800</b>
<b>Recurring Annual Savings</b>	<b>1,207,347</b>
<b>Payback</b>	<b>.8 years</b>

# Succession Enterprise Solutions



Digital 802.11 Wireless i2002



i2004 PC Soft Clients SIP Enabled



**CallPilot**  
Unified Messaging



**Symposium**  
Contact Center  
Peripherals  
Self-Service



**Multi-Media**  
Collaboration



Norstar



BCM



Meridian 1



CSE 1000



SL-100



CSE 2000



CSE MX



Passport



OPTera



Contivity



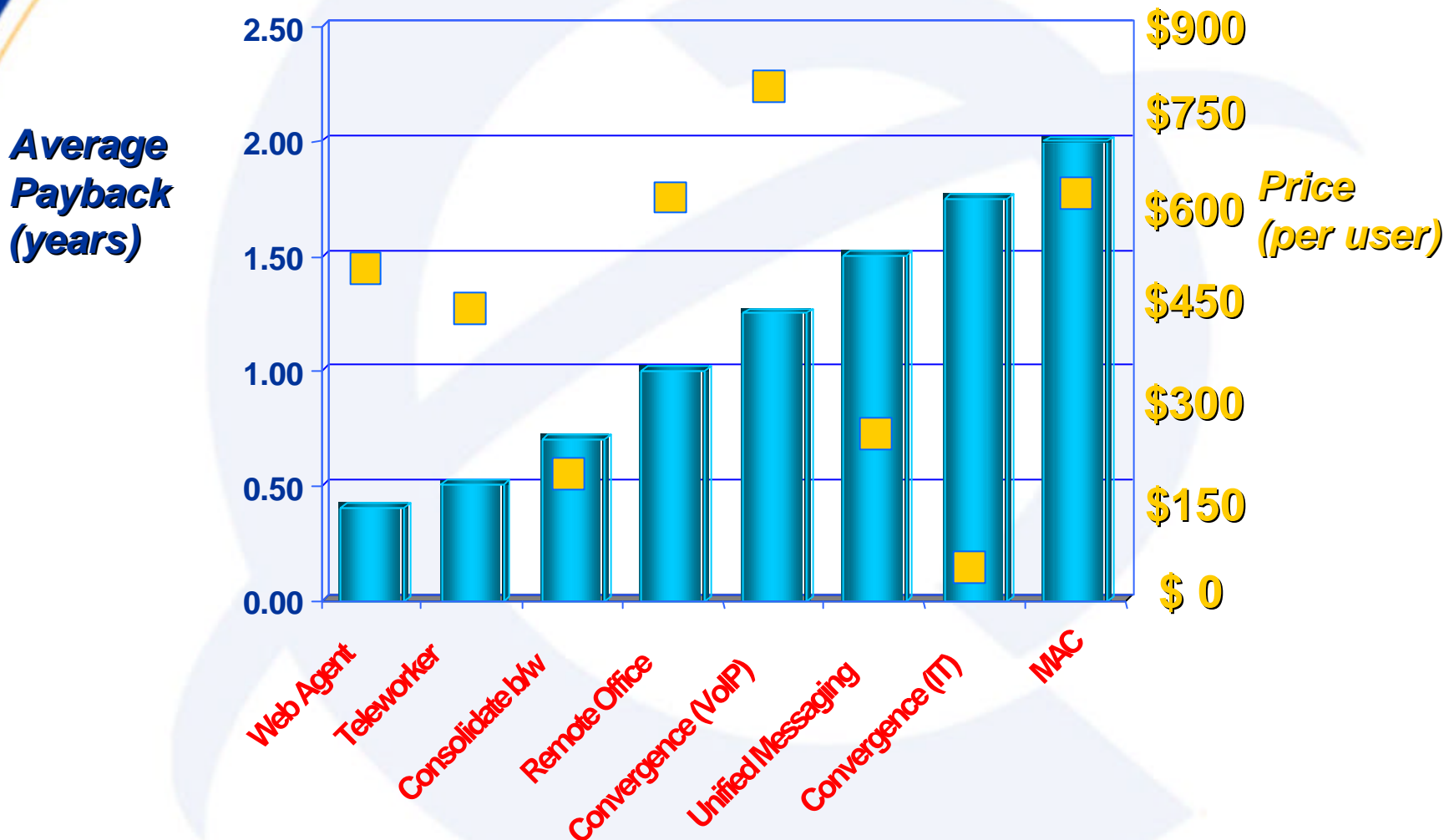
Alteon



BayStack

# Succession Enterprise Solutions

## IP Telephony Business Case Analysis



# **Why BCM?**

# **Why Nortel Networks?**



- **The Challenge**

- Manage substantial growth & increased business over a broader geographical area
- Maintain & improve communications amongst employees, suppliers & customers

- **The Solution**

- Business Communications Manager
  - Offered significant operational cost savings with centralized administration
  - Eliminated LD charges with on-network dialing between offices
  - Provided seamless communications & improved productivity, positively impacting customer service



- **The Customer's View**



“We have put in a foundation – a building block for continuing to better serve our customers..... Our services will transcend the conventional 8 to 5 workday and traditional time zones and territories. These boundaries will become invisible to our customers, who will be the ultimate beneficiaries of our advanced network infrastructure.”

Robert Armstrong, Manager of Infrastructure  
Planning, Testing & Implementation  
Administaff

# Nortel Networks Leadership

## Enterprise Market Leadership

- #1** Enterprise MS WAN Switch
- #1** in Contact Center
- #1** in independent VPN market
- #1** Fixed L4-7 Gigabit Ethernet Switch
- #1** in Metro Optical Systems
- #1** VoIP Market Share in N.A.
- #1** in Interactive Voice Response (IVR)

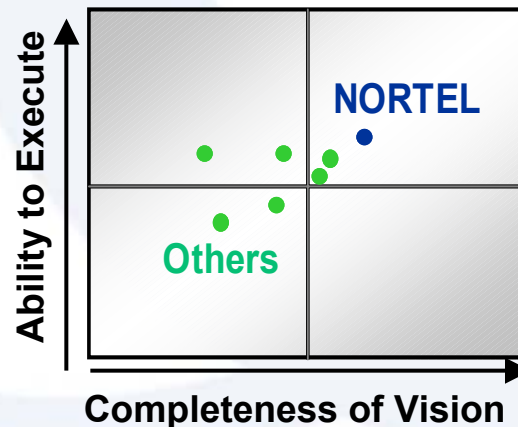
## Enterprise Technology Leadership

- First fully electronic PBX
- First with 10 GigE WAN
- First fully digital key telephone system
- First X.25 data switch
- First routing switch in market
- Best Converged Technology Product 2002
- Best Security Product 2002

## Magic Quadrant Leadership

**Gartner**

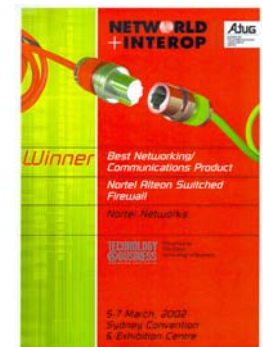
- VoIP Services  
IP-PBX >100 Lines
- Converged Branch  
IP-PBX <100 Lines
- Secure IP Services  
VPN CPE



**NORTEL**  
NETWORKS

NORTEL NETWORKS CONFIDENTIAL

## Nortel Awards





# Nortel's VoIP Solutions for Your Business Success

- **Advanced multimedia applications enable new service options and drive revenue!**

- Multimedia contact centers
- Unified messaging
- eBusiness applications
- CRM tools
- Mobility

- **Cost savings for a networked world**

- Converged, simplified network
- Centralized management
- Plug and play capabilities



- **Convergence at your pace**

- Evolution or revolution
- IP / TDM mix and match

- **Full solutions provider**

- Unparalleled breadth and depth of applications
- From the smallest to the largest organization
- Leading edge technologies

The logo features the text "NORTEL NETWORKS" in a bold, blue, sans-serif font. The word "NORTEL" is on the top line, and "NETWORKS" is on the bottom line. A stylized, light blue graphic of two interlocking rings or orbits surrounds the text. The background is white, with blue curved accents in the top-left and bottom-right corners.

**NORTEL**  
**NETWORKS**